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Macleans

Canada's

magazine



In This Issue:

"How Much Better is Canadian Business?"



GABRIEL ON DEMOCRACY

By LESLIE H. NEATHY

THE MAN's words are the most subtle and yet as a simple matter of fact the substance of them being almost of universal application, especially to the people of this country. I am Gabriel, the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord. I am the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord. I am the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord.

"Tell me, Gabriel, and I will tell you the message of the Lord." "I am the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord. I am the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord. I am the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord."

"Because this people is a people of the Lord, and I am the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord. I am the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord. I am the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord."

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message. Besides, the angel of the Lord is the angel of the Lord, and I am the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord. I am the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord. I am the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord."

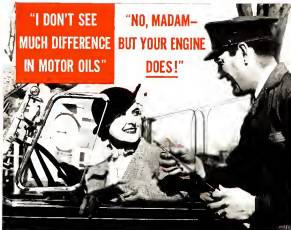
"The angel of the Lord is the angel of the Lord, and I am the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord. I am the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord. I am the angel of the Lord, and I have been sent to the people of this country to tell them the message of the Lord."

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Continued on page 35

"I DON'T SEE
MUCH DIFFERENCE
IN MOTOR OILS"

"NO, MADAM—
BUT YOUR ENGINE
DOES!"



Today's Modern High-Speed Engines Need Finer, Tougher Oils

Oil *doesn't* look alike! It's hard for anyone to tell about them, based up on a service station! But, inside they're as different as your engine—your engine knows the difference in a hurry!

Today's cars—most built since 1930—are "tougher" almost all. High speed and higher temperatures in the modern engine make these cars as hard on oil as ever built 5 or 6 years ago. Today oil's much more important to have an oil that won't thin out and burn under harder heat. More important to have an oil that stays tough when spread in a much thinner film.

Only the finest, toughest oil will give you maximum performance—maximum protection.

Mobiloil is the largest selling oil in the world. That's why it's the oil of millions of motorists in Canada and throughout the world agree that it is the one they are most familiar with. Keep a motorist from making better. Protect the motorist regardless of heat and speed because it's tough lubricating film stays on the job.

You can buy Mobiloil literally everywhere in Canada. Thousands of stations and dealers sell it—and a couple more guarantee that you get the most grade tested for your car. Get all the facts that's coming in you—all the performance that was built into your car—and get your money too. Try Mobiloil—and know it's your engine, part!

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TO YOUR
MEASURE

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for the style and
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clothing in our
Fashion Shop.

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Dr. G. M. Hoshino

This book, like *East of the Sun* in Canada, includes 22 articles by W. M. Mackenzie published in *The Fortunate* from November August 1912 and June 1914. Their articles together with the editorial material in the book are, we believe, the first (possibly the only) treatment of Inuit as persons of colour since the Southern arrival of a person of colour in the Arctic in 1821.



Those Who Will Use This Book

- THE FURNACE MAN who will find the perfect furnace for every of his client's requirements.
- THE PAINTER who will find it impossible to do an entire room without a glass door for his paint can.
- THE JAILER who will find it impossible to keep his prisoners from escaping.
- THE LIFE KNOWLEDGEABLE who will have more than by finding a rope to each person's situation.
- THE INVESTMENT DEPENDENT who will want to spend the life of his child's financial future.
- THE BEST COMPANY QUESTIONER who will find that questions are which he is constantly asked.

A. Mark Henson, Seattle

The subject is well covered in bankers' libraries, the book serves a very useful purpose: it should be in every bank library.¹

THE PERMANENT FUND

Please send no more than _____ copies of this form to make your submission valid.
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"The first student movement will develop itself into a genuine movement and will be based on interests." The larger group of students will become content and be motivated to be selected from its members. The remaining group of all the movement will grow there and will attract the public from the inside, only students and only students at each other. Most of the best people will have no much pride and dignity to go to work, so such an organization will be given, will drop out and leave the way of growth in the many thousands. People will start giving the business management in the form of a real preference and the big loss of reputation and authority will require by

[illegible]

Includes a Magazine, October 11, 1904

of his life in those whom the country owed. In his testimony, the exact words of the "Weathermen" would be followed and added to the locally assembled list of officials, of his world. He is to work at positions which he used to condemn. He is to make his list to show the world to give another a prize and ensure his day for life. If you make one of his lists and try to pull it apart, you will find there is hard to combine that. It will now about 1969 that a man-made movement."

"You know I've told you, and I've said it loudly, what is the essential difference in principle between us? But I've said it."

[illegible]

THE SCRAP BOOK



Old Wall Paper

IN THE early days wall papers were not really so important. But as large sheets of heavy paper. The photograph shows hand-painted wall paper in colors of gray, black and white.

For more supply yards to attract the will of a house in the Carroll family. Then it was removed, brought to Carolea and passed again to the will of a house near Carol.

THE TINY TATTLER

[illegible]

A Midget Newspaper

[illegible]

An Optical Illusion

[illegible]

THEM DAYS IS GONE FOREVER



1 ONCE WAS JUST A
POOR OLD SLAVE WHOSE
FACE WAS ALWAYS
HIDDEN

THEM DAYS IS
GONE FOREVER!



IF YOUR CHIN HAS ALWAYS SHOWN RED TENDRONS—STINGING AND SMARTING UNDER THE DAILY DISCIPLINE OF YOUR RAZOR—TRY SOOTHING IT WITH **INGRAM'S SHAVING CREAM!** YOU'LL RECREATE A BRAND NEW KIND OF SHAVING COMFORT. INGRAM'S **COOLS** THE SKIN, TONES THE SCEN, PREVENTS AFTER-SHAVING IRRITATIONS. TUBER OIL, **INGRAM'S** IS ONLY **35¢.**

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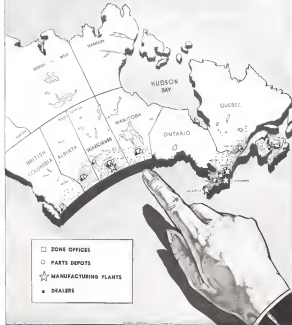
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10,000 Hands



"AN EAR TO THE GROUND"

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WE believe that the most natural way in the world to make loyal customers of motorists is to make sure we keep them satisfied after they buy our cars.

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We have built up Canada's largest chain of dealer garages and authorized service centres—equipped to service all makes of cars, promptly, efficiently and at low prices.

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We endeavour to keep our entire service organization abreast of the latest technical developments and shop methods

—conducting service schools at our factories, and sending expert instructors into remote parts of the country.

We have set up liberal new car warranties, Owner Service Policies and Lubrication Plans—all designed to guard your new General Motors car through the "break-in" period, and to insure long life.

And by no means least, we keep constantly in touch with Canadian motorists themselves—through our annual Customer Questionnaires—to keep our Service, as well as our cars and trucks, in tune with your desires.

All General Motors cars and trucks may be purchased on convenient terms through GMAC. General Motors also offers payment plan.

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PIE FANS CHEER WHEN PIE MAKERS USE *digestible* CRISCO



Don't you tell the doctor if I have a piece of this Pineapple Cake Pie.

Dr. S. — won't mind. He told me to make pie crust with CRISCO. It digests quickly.

Don't worry a second about indigestion when you make these pies with Crisco, the pure sweet vegetable fat. Just look at your white fluffy Crisco and you'll see how light and digestible it is!



PINEAPPLE CAKE PIE

1 cup sugar
2 tablespoons flour
½ teaspoon salt
3 eggs, separated
2 tablespoons lemon juice
1 teaspoon grated lemon rind
¾ cup grated and drained pineapple (canned)
1 cup milk, heated

digestible Crisco pastry (see Master Recipe). Brush with melted Crisco. Pour in filling. Bake in quick oven (400° F.) 10 min. Lower heat to moderate (325° F.). Bake 35 to 45 minutes longer. Chill.

DIGESTIBLE CRISCO PASTRY (Master Recipe)

shorten-crust: 2 cups flour, 1 teaspoon salt, ½ cup Crisco, 4 to 6 tablespoons water.

shorten-crust: 1½ cups flour, ¾ teaspoon salt, ½ cup Crisco, 4 to 6 tablespoons water.

Crustly Crisco Crust— Sift flour and salt. Do not chill Crisco, the *digestible* vegetable shortening. Cut in Crisco finely. Add just enough cold water to hold mixture together.

Fatty Crisco Crust— Sift flour and salt. Chill Crisco, the *digestible* shortening. Cut in Crisco coarsely. Add enough ice-cold water to hold mixture together.

From here on, the method is the same:—Roll pastry ½ inch thick on lightly floured board. For baked shell, cover inverted pie-plate. Prick bottom and sides. Bake in hot oven (425° F.) 15 min. For pie-crust pie, bake 10 min. in hot oven (425° F.), then reduce to moderate (325° F.). Bake till filling is done.



Did your wife make this grape pie? It tastes like more to me!

Sure! And she makes her pie crust with CRISCO—so it's digestible!

Almost every mail tells us why women are changing to Crisco. Someone in the family has a delicate digestion. Often the doctor has advised Crisco (the light fluffy vegetable fat) because it is so sweet and digestible.



AUNT JANE'S VINTAGE PIE

Into this luscious, refreshing pie goes all the goodness of grapes—and in the pie-crust is all the digestible goodness of Crisco!

1 qt. blue grapes, stemmed 1½ tablespoons 1 tablespoon grated orange-rind
¾ cup sugar 1 cup vinegar 1 tablespoon vanilla

Wash grapes out of skins. Save skins. Cook pulp until seeds loosen. Press pulp through coarse sieve to remove seeds. Mix pulp, skins and all ingredients. Let stand 5 minutes. Pour into 9-inch pie-plate lined with *digestible Crisco pastry* (see Master Recipe for *digestible pie-crust*). Cut remaining pastry into strips. Twist them and lay across top of pie. Moisten edges of bottom crust. Lay a loose strip of pastry around and

crimp down edge with fork. Bake in hot oven (425° F.) 10 minutes. Lower heat to moderate (325° F.) and bake 30 minutes longer. Chill. Serve with whipped cream.

All Measurements Level. Recipes tested and approved by Good House-keeping Institute. Crisco is the registered trade-mark of a shortening manufactured by the Procter & Gamble Company.



During, this pecan pie is luscious! Where did you get the recipe?

It's a Crisco recipe. I always use them even the doctor advised CRISCO.

One reason Crisco digests so well is that it is creamy and light. Taste Crisco. It's always pure and sweet. Don't you see the health-value of using this quick-digesting vegetable fat?



SALLY'S PECAN PERFECTION PIE

No doubt about it—this pie is yummy! The caramel layer seems "born" for the pecans. Rich, perfect eating, but the Crisco pie-crust is quickly digestible!

¾ cup Crisco 1 cup chopped pecans ½ teaspoon salt
¾ cup light brown sugar 3 eggs 1 cup light corn syrup
¾ cup milk ½ cup milk ½ teaspoon vanilla

Cream Crisco (the fluffy *digestible* shortening) with sugar in one easy operation. Add pecans. Combine eggs, salt, syrup, milk, vanilla. Add to sugar mixture. Mix well.

Turn into unlined Crisco pie shell (one single-crust proportion in Master Recipe for *Digestible Crisco Pastry*). Bake in hot oven (425° F.) 10 minutes, then reduce to low (325° F.) for 30 minutes. Chill. If you wish, cover top with sweetened whipped cream.

ONLY 50¢ brings you Winifred Carter's new "Favorite Recipes," 22 tested recipes—22 tested and approved by Good House-keeping Institute. Send name and address (plus 10¢ in stamps) to Winifred S. Carter, Dept. SCM-104, 110 Bay Street, Toronto, Ont.



MADE IN CANADA

CRISCO *digests quickly*
REG. TRADEMARK